

## **REMARKS**

Claims 1 and 21-24 have been amended to clarify the subject matter regarded as the invention. As a result, after entry of this amendment, claims 1-25 are pending.

The Examiner has rejected claim 21 under 35 U.S.C. § 102(e); claims 1-9 and 12-19 under 35 U.S.C. § 102(e) or alternatively under 35 U.S.C. § 103(a); and claims 10-11, 20, and 22 under 35 U.S.C. § 103(a). Applicant notes an apparent typographical error on page 3 of the Office Action, in which the Office Action twice refers to claim 22 but clearly addresses claim 21. As such, applicant has treated the rejection under 35 U.S.C. § 102(e) set forth on pages 3 and 4 of the Office Action as applying to claim 21.

The rejection is respectfully traversed. With respect to claim 1, Wong does not disclose “displaying a marketing object container” as recited in claim 1. Instead, Wong teaches the displaying of a screen that permits a user to enter information to be displayed in a separate catalog display. Claim 1 has been amended to clarify that the recited marketing object container includes “a marketing location for receiving at least one marketing object to be presented in said marketing container to a user of an interactive medium”. Neither Wong nor the Windows NT screenshot relied on in the rejection of claim 1 teaches the displaying of a marketing object container which includes the recited “marketing location for receiving at least one marketing object to be presented in said marketing container to a user of an interactive medium”.

Claims 2-20 depend from claim 1 and are believed to be allowable for the same reasons described above.

With respect to claim 21, the step of binding an object to the marketing object container occurs after the steps of “defining the location and size of a marketing object container” and “associating a marketing attribute with the marketing container”. CRAGUN et al. teach a

method for permitting a user to control the manner in which existing advertising objects on a web page are displayed to that user. As such, the “marketing object” of CRAGUN, if any, is bound to the “marketing object container”, if at all, prior to the steps of “defining the location and size of a marketing object container” and “associating a marketing attribute with the marketing container.” Claim 21 has been amended to clarify that the step of binding occurs after the steps of defining and associating and to recite a new step in which “a selection of the marketing object container and at least one marketing object to be displayed in the marketing object container” is received. CRAGUN does not meet these limitations.

With respect to claim 22, the Office Action acknowledges that COLLINS-RECTOR et al. do not teach “displaying a number of marketing campaigns that are available to associate with the marketing object container”, as recited in claim 22. They instead merely teach presenting a menu option for creating new advertising copy. COLLINS-RECTOR et al. at page 4, lines 25-35. Moreover, neither COLLINS-RECTOR et al. nor RUTTENBERG teaches “displaying a plurality of offers that are compatible with the selected campaign”, as further recited in claim 22. Claim 22 has been amended to further clarify that each campaign is “associated with a plurality of offers compatible with the campaign”. As such, claim 22 is not rendered obvious by COLLINS-RECTOR et al. in light of RUTTENBERG, as neither reference satisfies this limitation.

Claims 23-25 were rejected on the same basis as claim 1. Claims 23 and 24 have been amended to include the additional limitation added to claim 1 and are believed to be allowable for the same reason as claim 1. Claim 25 depends from claim 24 and is believed to be allowable for the same reason as claim 24.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "William J. James". The signature is fluid and cursive, with the first name "William" being the most prominent part.

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**MARKED VERSION SHOWING CHANGES TO THE AMENDED PARAGRAPHS AND CLAIMS**

**AMENDED PARAGRAPHS**

On page 1, lines 6-9:

“This application claims priority to US Provisional Application Serial No. \_\_\_\_\_, [BRIGP001+] 60/175,869 entitled A SYSTEM AND METHOD FOR PROVIDING A MARKETING PRESENTATION, filed January 12, 2000, which is herein incorporated by reference in its entirety for all purposes.”

On page 1, lines 10-12:

“This application is related to US Application Serial No. \_\_\_\_\_, [BRIGP002] 09/483,388 entitled A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION, filed January 13, 2000.”

**AMENDED CLAIMS**

1. (Amended) A method of providing an electronic marketing presentation, comprising:
  - displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented in said marketing container to a user of an interactive medium;
  - associating an attribute with the marketing object container; and
  - selecting at least one marketing object for being associated with the marketing object container.
21. (Amended) A method of creating a marketing presentation in a display medium, comprising:
  - defining the location and size of a marketing object container in the display medium;

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associating a marketing -attribute with the marketing container, the marketing- attribute including parameters that define how the marketing object container can be used in a marketing presentation;

receiving subsequently from a user a selection of the marketing object container and at least one marketing object to be displayed in the marketing object container;

binding the at least one marketing object to the marketing object container; and

displaying the marketing object in the marketing object container in accordance with the parameters of the marketing -attribute.

22. (Amended) A method of creating a marketing presentation in an interactive medium, comprising:

displaying a marketing object container on a display medium;

in response to a selection of the marketing object container, displaying a number of campaigns that are available to associate with the marketing object container, each of said campaigns being associated with a plurality of offers compatible with the campaign;

~~selecting~~ receiving a selection of a campaign to apply to the marketing object container;

displaying ~~a the~~ plurality of offers that are compatible with the selected campaign; and

~~selecting~~ receiving a selection of at least one offer for placing in the marketing object container.

23. (Amended) A system of providing an electronic marketing presentation, comprising:

a processor configured to display a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium; the processor also being configured to facilitate associating an attribute with the marketing object container; and selecting at least one marketing object for being associated with the marketing object container; and

a memory coupled with the processor, the memory being configured to provide the processor with instructions.

24. (Amended) A computer program product for providing an electronic marketing presentation, comprising:

computer code displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium;

computer code associating an attribute with the marketing object container;

computer code selecting at least one marketing object for being associated with the marketing object container; and

a computer readable medium that stores the computer codes.